Are your emails accessible?

Use this pre-send email accessibility checklist as a starting point to make sure your email copy, design, and code is accessible to everyone.

Accessible content and visual design

Storytelling:

☐ Replace jargon with simple words and plain language.

☐ Be direct and state the purpose of your email early.

☐ Replace vague phrases with specifics to avoid ambiguity.

☐ Keep sentences short: aim for 20 words or fewer per sentence.

Accessible CTAs:

☐ Use descriptive link text. (No "click here" CTAs.)

☐ Meet WCAG color contrast ratios.

☐ Do not use color to convey meaning.

☐ Ensure "clickability" (without using VML).

Imagery:

☐ Linked images: use alt text that tells the user where the link leads if you click it.

☐ Make sure your alt text is descriptive of the image's content.

☐ Replace jargon with simple words and plain language.

☐ Ensure images with important text have accurate alt text that represents what it says.

☐ Avoid images of pure text unless necessary.

Live text:

☐ Use live text.

☐ Meet WCAG [color contrast ratios](#).

> **Run your email through 40+ accessibility checks to learn if you missed alt text, audit the hierarchy of content, and more.**
>
> **[Learn about Litmus accessibility checks.](#) →**

Accessible code and flexible design

Make code accessible with semantic HTML that:

☐ Use proper heading structure (H1, H2, etc.) for clear hierarchy.

☐ Use paragraph tags to denote paragraphs (no line breaks!).

☐ Reduce the total number of tables as much as possible.

Make your emails adaptable:

☐ Make sure your email adapts to different screen sizes and orientations.

☐ Allow the user to control their font, font size, line heights, zoom, etc.

This checklist was created by Litmus + Sarah Gallardo and Lauren Castady from Oracle Digital Experience Agency. It was written according to guidelines in the [Americans with Disabilities Act](#) (ADA) and the [European Accessibility Act](#) (EAA). For complete compliance, refer to the [official WCAG guidelines](#).